

**ORDER**

**Orders**  
**Order / Rev:** 1314366  
**Alt Order #:** 08417626  
**Product Desc:** FUND 4 GREAT SCHOOLS  
**Estimate:**  
**Flight Dates:** 10/18/16 - 10/25/16  
**Original Date / Rev:** 10/17/16 / 10/17/16  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Red Horse Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 55 Washington St., Suite 624  
 Brooklyn, NY 11201

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Fund for Greater Public Schools / ISS  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P04-GB  
**Revenue Codes:** AGY, (POL) Political, (POL) Issue

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** 107763  
**Agency External ID:** 33690AG  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/25/16	63	\$50,915.00	\$43,277.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	63	\$50,915.00	\$43,277.75	0.00
<b>Totals</b>	<b>63</b>	<b>\$50,915.00</b>	<b>\$43,277.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WGRZ	35%	\$50,915.00
Market	100%	\$145,471.43

**Competitive Share**

Competitive Share	Share	Total
CABL	0%	\$0.00
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WIVB	32%	\$46,550.86
WKBW	18%	\$26,184.86
WNED	0%	\$0.00
WNEQ	0%	\$0.00
WNGS	0%	\$0.00
WNLO	4%	\$5,818.86
WNYB	0%	\$0.00
WNYO	0%	\$0.00
WUTV	11%	\$16,001.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WGRZ	10/18/16	10/22/16	LN (M-Su) Late News	CM	11-1135PM-F&SU-TWTFSS		:30	8	\$900.00	P02-F	0.00	NM	8	\$7,200.00
EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-TWTFSS-		8				\$900.00		0.00			
E 2	WGRZ	10/24/16	10/25/16		CM	11-1135PM-F&SU,MT-----		:30	2	\$900.00	P02-F	0.00	NM	2	\$1,800.00

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Advertiser: Fund for Greater Public Schools / ISS  
 Product Desc: FUND 4 GREAT SCHOOLS  
 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
LN (M-Su) Late News EVENING NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$900.00 0.00															
E 3	WGRZ	10/18/16	10/22/16	LN (M-Su) Late News	CM	11-1135PM-F&SU,-TWTF--		:30	8	\$900.00	P02-F	0.00	NM	8	\$7,200.00
EVENING NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -TWTF-- 8 \$900.00 0.00															
E 4	WGRZ	10/24/16	10/25/16	LN (M-Su) Late News	CM	11-1135PM-F&SU,MT-----		:30	2	\$900.00	P02-F	0.00	NM	2	\$1,800.00
EVENING NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$900.00 0.00															
E 5	WGRZ	10/18/16	10/21/16	Tonight Show Tonight Show	CM	1135p-1237a -TWTF--		:30	4	\$575.00	P02-F	0.00	NM	4	\$2,300.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -TWTF-- 4 \$575.00 0.00															
E 6	WGRZ	10/24/16	10/25/16	Tonight Show Tonight Show	CM	1135p-1237a MT-----		:30	2	\$575.00	P02-F	0.00	NM	2	\$1,150.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$575.00 0.00															
E 7	WGRZ	10/22/16	10/22/16	Saturday Night Live Saturday Night Live	CM	1130p-105a -----S- (11:35 PM-1:00 XM)		:30	1	\$900.00	P02-F	0.00	NM	1	\$900.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -----S- 1 \$900.00 0.00															
E 8	WGRZ	10/18/16	10/21/16	Days of Our Lives Days of Our Lives	CM	1p-2p -TWTF--		:30	4	\$300.00	P02-F	0.00	NM	4	\$1,200.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -TWTF-- 4 \$300.00 0.00															
E 9	WGRZ	10/24/16	10/25/16	Days of Our Lives Days of Our Lives	CM	1p-2p MT-----		:30	2	\$300.00	P02-F	0.00	NM	2	\$600.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$300.00 0.00															
E 10	WGRZ	10/18/16	10/21/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P -TWTF--		:30	4	\$475.00	P02-F	0.00	NM	4	\$1,900.00
DR PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -TWTF-- 4 \$475.00 0.00															
E 11	WGRZ	10/24/16	10/25/16	Dr. Phil 3-4p Dr. Phil	CM	258P-4P MT-----		:30	2	\$475.00	P02-F	0.00	NM	2	\$950.00
DR PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$475.00 0.00															
E 12	WGRZ	10/18/16	10/21/16	Ellen 4-5p Ellen	CM	359P-5P -TWTF--		:30	4	\$600.00	P02-F	0.00	NM	4	\$2,400.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/17/16 10/23/16 -TWTF-- 4 \$600.00 0.00															
E 13	WGRZ	10/24/16	10/25/16	Ellen 4-5p Ellen	CM	359P-5P MT-----		:30	2	\$600.00	P02-F	0.00	NM	2	\$1,200.00
ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/24/16 10/30/16 MT----- 2 \$600.00 0.00															
E 14	WGRZ	10/22/16	10/22/16		CM	6-630p -----S-		:30	1	\$720.00	P02-F	0.00	NM	1	\$720.00

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WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Local News @ 6p Sa											
				Local News @ 6p Sa		(6:00 PM-6:30 PM)									
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/17/16	10/23/16	-----S-					1	\$720.00		0.00			
E 15	WGRZ	10/23/16	10/23/16	Local News @ 6p Su	CM	6-630p	-----S	:30	1	\$720.00	P02-F	0.00	NM	1	\$720.00
				Local News @ 6p Su		(6:00 PM-6:30 PM)									
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/17/16	10/23/16	-----S					1	\$720.00		0.00			
E 16	WGRZ	10/18/16	10/21/16	Local News @ 6p M-F	CM	6-630p	-TwTF--	:30	7	\$1,500.00	P02-F	0.00	NM	7	\$10,500.00
				Local News @ 6p M-F											
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/17/16	10/23/16	-TwTF--					7	\$1,500.00		0.00			
E 17	WGRZ	10/24/16	10/25/16	Local News @ 6p M-F	CM	6-630p	MT-----	:30	2	\$1,500.00	P02-F	0.00	NM	2	\$3,000.00
				Local News @ 6p M-F		(6:00 PM-6:30 PM)									
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/24/16		10/24/16	10/30/16	MT-----					2	\$1,500.00		0.00			
E 18	WGRZ	10/18/16	10/21/16	Today Show	CM	Today Show	-TwTF--	:30	4	\$775.00	P02-F	0.00	NM	4	\$3,100.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/17/16	10/23/16	-TwTF--					4	\$775.00		0.00			
E 19	WGRZ	10/24/16	10/25/16	Today Show	CM	Today Show	MT-----	:30	2	\$775.00	P02-F	0.00	NM	2	\$1,550.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/24/16		10/24/16	10/30/16	MT-----					2	\$775.00		0.00			
E 20	WGRZ	10/23/16	10/23/16	Meet the Press	CM	9-10a	-----S	:30	1	\$725.00	P02-F	0.00	NM	1	\$725.00
				Meet the Press		(9:00 AM-10:00 AM)									
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/17/16		10/17/16	10/23/16	-----S					1	\$725.00		0.00			
													Totals	63	\$50,915.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WGRZ Buffalo	<b>Date:</b> 10/17/2016
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I, Jenna Bimbi

do hereby request station time concerning the following issue:

IE for State Senate
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

This broadcast time will be used by: The Fund for Great Public Schools

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
“COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE.”  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that “communicates a political matter of national importance” includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to “our next senator”, “our person in Washington” or “the President”); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate “a message relating to any political matter of national importance?”**

☐ Yes

☐ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the “sponsor”).

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Fund for Greater Public Schools  
800 Troy Schenectady Rd  
Latham, NY 12110

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Andy Pallotta

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least <sup>1</sup>\_\_\_\_\_ before the time of the scheduled broadcasts.**

***TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)***

**10/17/2016**

Date

**Jenna Bimbi**

Signature

Digitally signed by Jenna Bimbi  
DN: cn=Jenna Bimbi, o=ou,  
email=jenna@redhorsestrategies.com, c=US  
Date: 2016.10.04 16:56:30 -04'00'

**917-945-1561**

Contact Phone Number

***TO BE SIGNED BY STATION REPRESENTATIVE***

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title